

Listing of Claims:

This listing of claims replaces all prior versions, and listings, of claims in the application:

In the Claims:

1. (Previously amended) A method for increasing web site traffic using a computer comprising:

(a) providing a web site at which a game is played or at which a sweepstakes is entered or at which a product promotion is being conducted in which said game or sweepstakes or product promotion involves exposing a hidden image;

(b) providing a game piece to at least one individual;

(c) providing a web site, wherein ~~the~~ said individual interacts with ~~the~~ said web site with ~~the~~ said game piece;

(d) wherein said game piece includes a selectively camouflaged image; and

(e) wherein said individual places said game piece in proximity to a light source of said computer to reveal said selectively camouflaged image to determine a winning status of said game piece.

2. (Previously amended) The method of claim 1, further comprising the step of providing said web site with at least one region consisting essentially of a primary color.

3. (Previously amended) The method of claim 1, wherein said image comprising information relates to a contest.

4. (Previously amended) The method of claim 1, wherein said image comprising information relates to a promotion.

5. (Previously amended) The method of claim 1, wherein said image comprising information relates to a sweepstakes.

6. (Previously amended) The method of claim 1, wherein said game piece is a compact disc.

7. (Previously amended) A method for providing incentive to a participant to decode a game piece with a computer monitor comprising:

(a) providing a web site at which a game is played or at which a sweepstakes is entered or at which a product promotion is being conducted in which said game or sweepstakes or product promotion involves exposing a hidden image;

(b) providing a game piece to at least one participant wherein said game piece includes a selectively camouflaged image; and

(c) providing a web site, wherein said participant interacts with said web site with said game piece by placing said game piece in proximity to a light source of said computer monitor to reveal said selectively camouflaged image to determine a winning status of said game piece.

8. (Previously amended) The method of claim 7, wherein said game piece is a compact disc.